



Memorandum

Date: 1/14/2025

File No. CM 25-588

Meeting of: Committee of the Whole - Finance, Administration, and Communications

Type: Committee Memo

TO: Committee of the Whole - Finance, Administration, and Communications

FROM: Mayor Angela Birney

DEPARTMENT DIRECTOR CONTACT(S):

Executive	Malisa Files	425-556-2166
Executive	Lisa Maher	425-5562427

DEPARTMENT STAFF:

N/A	N/A	N/A
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TITLE:

Informing Council on the Outcome of Crisis Communications Support Request for Proposal (RFP) Process

OVERVIEW STATEMENT:

Per Councils' request, staff will inform Council on the outcome of the Crisis Communications RFP process. The Fearey Group Inc. has been awarded a two-year Consultant Services agreement valued at \$28,500 for the development of a citywide Crisis Communications Strategic Plan. The contract also includes 24-hour crisis communications support billed at an hourly rate. The contract has the option for one additional two-year renewal term, for a potential maximum total term of four (4) years. The contract is intended to support or augment citywide communications and the Public Information Officers (PIOs). Services include:

- Strategy and Planning
- Community Relations
- Media Relations
- Crisis /Issues Management (short and long-term)
- Creative and Content Development Services
- Online Reputation Management
- Reporting

Additional Background Information/Description of Proposal Attached

REQUESTED ACTION:

- Receive Information Provide Direction Approve

REQUEST RATIONALE:

- Relevant Plans/Policies:
N/A

- **Required:**
N/A
- **Council Request:**
N/A
- **Other Key Facts:**
N/A

OUTCOMES:

This contract will ensure that the city is prepared for any crisis that may ensue by developing a Crisis Communications Strategic Plan that can be used for natural disasters, extreme weather events, cyberattacks, malfeasance, reputation crises, and public relations incidents.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**
N/A
- **Outreach Methods and Results:**
RFP Process - RFP 10816-24-R
The scoring committee reviewed and scored six proposals through the Request for Proposal (RFP) process. Proposals were received from Chloeta, Kou Communications LLC, Quinn Thomas, LLC, Snackbox, Strategies 360, and the Fearey Group Inc. The Fearey Group Inc. was awarded the highest score.
- **Feedback Summary:**
N/A

BUDGET IMPACT:

Total Cost:

Budget: \$28,500 for the development of the Crisis Communications Strategic Plan. The City will be billed an hourly rate for any incident on-call work.

Approved in current biennial budget: Yes No N/A

Budget Offer Number:

000290

Budget Priority:

Strategic and Responsive

Other budget impacts or additional costs: Yes No N/A

If yes, explain:

N/A

Funding source(s):

General Fund

Budget/Funding Constraints:

N/A

Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
N/A	Item has not been presented to Council	N/A

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
N/A	N/A	N/A

Time Constraints:

The City does not currently have a Crisis Communications Strategic Plan. This contract needs to be in place as soon as possible to ensure continuity of services and community communications.

ANTICIPATED RESULT IF NOT APPROVED:

If not approved, crisis response and communication with the community may not be met in the appropriate timelines or may not be completed at all.

ATTACHMENTS:

Attachment A: Consultant Services Agreement